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TO: Members of the Michigan House Commerce Committee

FROM: Mid-Michigan Business & Tourism Executives

DATE: February 15, 2007

RE: Regional Support for HB 4261

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**We are writing to urge your support for HB 4261, a bill recently introduced by Representative Michael Sak and referred to the House Commerce Committee.** The bill as introduced would authorize a new marketing assessment option for the Kent County and Greater Lansing Convention & Visitors Bureaus.

- These communities are home to the state's second and third largest publicly-owned convention centers, respectively.
- Hotel occupancy growth rates have been a challenge for both communities in recent years but both are poised to attract new regional and national convention business to Michigan.
- This commitment to further diversification of our state's economy is evidenced by the support for this bill by our Greater Lansing CVB, the regional partners signed below, and our Mid-Michigan hotel community.

This bill is a revised version of Enrolled HB 6606 from last session which was vetoed by Governor Granholm. Governor Granholm stated that the removal of the Greater Lansing CVB District during the legislative process despite regional support was the cause of her veto. (See 93<sup>rd</sup> Legislature, House Journal 98, p 3342).

HB 4261 as introduced adds the Greater Lansing CVB District in a way that allows our state to move forward. The Greater Lansing CVB and its regional partners have worked cooperatively with their colleagues from Kent County and a bi-partisan group of legislators from both areas to provide input on the bill.

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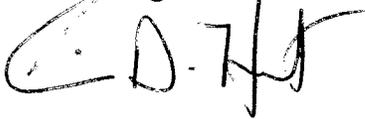
HB 4261 as introduced meets the Governor's stated concerns with previous legislation and it will allow our State and our respective regions to move forward. We thank Representative Sak and the bill's co-sponsors and we ask for your support in committee and on the House Floor.

Thank you for your consideration.

Sincerely,



W. Lee Hladki  
President/CEO  
Greater Lansing Convention and Visitors Bureau



Eric D. Hart  
President/CEO  
Lansing Entertainment and Public Facilities Authority



Robert Selig  
Executive Director  
Capital Region Airport Authority



Bill Sepic  
President/CEO  
Lansing Regional Chamber of Commerce